

P2Rx Activity Measures

Proposed P2Rx Activity Measures Standard

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Background

The P2Rx Centers have agreed to collect a consistent base level of information on individual Center activities that will be provided to the P2Rx coordinator to aggregate and semiannually report P2Rx activities. This document focuses on activity measures - providing technical assistance, producing newsletters, attending and planning workshop(s)/meeting(s), managing information list serves, and participating on conference calls. The intent of this standard is not to provide a standardized form for adoption by each Center for use as its only measurement tool. Although the fields described below are modeled after a telephone call log, the intent is for Centers to integrate them, into existing regional Center program forms or other activity measurement vehicles. This document does not address website measures.

Because many of the Centers' activities or functions are funded through grants in addition to the P2Rx grant, it is impossible to attribute specific calls or responses to specific funding sources; consequently the aggregated information will be accompanied by a caveat clearly acknowledging that multiple funding sources support the programming that support a Center's ability to respond to a client.

The common set of activity measures described in this document is not intended to provide a comprehensive assessment of the activities of the Centers individually or nationally. The measures have been agreed upon to describe services delivered and to identify areas for growth and/or divestment. Aggregated data will be shared with funding sources, P2Rx user community and Center Directors. It is likely that the common P2Rx measures will be a subset of the measures already collected by individual Centers. It is expected that individual Centers will supplement these measures with more specific information such as the client contact information--information that is unnecessary at the national level.

RATIONALE

There is an increasing emphasis within EPA and other governmental agencies on the use of objective numerical measures of program effectiveness. This trend has been brought about by (among other factors) the Government Performance and Results Act (GPRA). In response to this need for objective metrics, P2Rx has developed this standard for activity measurement that can be adopted by all participating Centers. This proposed standard supports compliance with the GPRA by providing a common reporting standard that will greatly facilitate aggregation of statistics from participating regional Centers. It also provides individual Centers with a starting point for their own measurement protocols, and encourages informal benchmarking and information sharing among Centers.

The Logic model of Information Dissemination (included in the appendix) was part of the basis for P2Rx Center operations as delineated in the report, "Evaluating the Effectiveness of the EPA Pollution Prevention Information Network Grant Program," conducted by Abt and Associates in May 2008.

http://p2rx.org/admininfo/2008_survey_results/FINAL%20PPIN%20Evaluation%20Report_August8.pdf, P2Rx centers have "intermediate" users, which include Technical Assistance programs, local and state governments, non-profit organizations, university technical centers, and business associations. These intermediate users provide information to their clients to help them prevent pollution. There are also "final" users of the information. These include industry, businesses, utilities, schools, and others who are going to use the information directly at their facility or within their organization. It is important for P2Rx centers to have some demographic measure that shows they are reaching these intermediate and final users. Knowledge of whether users are intermediate or final users of information informs the Centers as to the kinds of products and services to supply and the expected outcomes. The centers have agreed to separate users into those who are seeking information "to assist my business, organization, facility, or agency" (final user) and those who are seeking information "To provide assistance to another business, organization, facility, or agency" (intermediate user).

Additionally, measurement of activity provides data for Center directors to make decisions on products, services, and marketing of information. The trends over time are especially valuable in determining effectiveness.

- Demographic information on technical assistance requests is collected in order to show that Centers are reaching both intermediate and final users.
- Discrete numbers that reflect activity in several areas provide more meaningful information about each activity. The number of clients that received direct, technical assistance should be recorded separately from those reached through a presentation at a workshop or meeting because they represent different levels of service. Likewise, numbers and demographics of clients that receive a newsletter are recorded separately from those on a list serve as they can represent different audiences. Also, when looking at trends, if all activity numbers are included in a single measure, it's difficult to identify growth of individual products or services.
- Number of meetings or workshops attended or sponsored shows networking and publicity for P2Rx and individual Centers. In order to get people to use services provided, promotion of services is essential. Thus, this measure shows funding agencies that promotion is occurring and may help Centers correlate increased usage as a result of promotion.

- Numbers of state, regional, or EPA conference calls shows part of the coordination, networking and technical services provided by Centers. This measure is captured for reporting to funding agencies and for gauging effectiveness of this participation.

It should be noted that each regional information Center is unique in terms of audience served, maturity of program, information model, and a number of other factors. These differences make direct comparison of Centers based solely or primarily on their statistics invalid. Thus it should be emphasized that the primary intent of this standard is to facilitate the national aggregation of measures describing activities of regional Centers, and help Center Directors and regional EPA Project Officers make informed decisions about supporting different activities.

PROCESS

Adoption of these activity measures is voluntary. The following describes the process to be used by participating Centers:

- Each Center will integrate the approved activity measures into its own forms/systems. Activity measures for PPIN-funded and match for PPIN-funded work will be collected continuously.
- Each Center will compile semiannual activity measures information and send it to the P2Rx coordinator every six months. The measurement period is as follows: January 1-June 30 and July 1-December 31.
- The P2Rx coordinator will aggregate and disseminate the data to the PPIN project officer.

Activity measures will be collected for technical assistance, newsletters, meetings or workshops, conference calls, blogs, and list serves.

P2Rx Activity Measures

Activities (Report only on activity measures for PPIN-funded and match for PPIN-funded work)

Demographic information (for technical assistance)

Intermediate user

Final user

Technical Assistance (TA) activity (Record number of TA responses per demographic category.)

Newsletters distributed (Record number of issues published and total number of issues of newsletters distributed by all means)

List serve activity (Record number of e-mails sent or received on the list serve. Record number of subscribers. Record number of list serves)

Meetings or workshops sponsored and those attended where promoted P2Rx (Record total number of meetings or workshops organized or co-sponsored and number of attendees at these events. Record total number of meetings or workshops attended where P2Rx was promoted or where someone representing P2Rx participated.)

State, Regional, or EPA conference calls/meetings (Record total number of conference calls and meetings, excluding P2Rx calls, where P2Rx was promoted or where someone representing P2Rx participated.)

A caveat will accompany all activity reports, "The P2Rx centers provide services and engage in many interdependent activities that are funded through the P2Rx grant and other leveraged fund sources. The activity and web measures identified in this report are wholly or partially funded by the P2Rx grant."

Guidance on Definitions and Instructions

Note: The following is provided as guidance for interpreting measures gathered, to ensure that all regional Centers are consistent in their interpretation. Despite the instructions, which are provided in parentheses, this guidance should not be interpreted as dictating format or order or as defining the vehicle used to gather information, simply as clarification of the expectations of the common measures. The term "client" refers to the person making an information request. The request may be by telephone, fax, email, in-person, or by any other method of communication.

Demographic Information

- Final users - these include industry, businesses, utilities, schools, and others who are going to use the information directly at their facility or within their organization. Final users are further defined as those which responded to questions as opposed to those that indicated "don't ask".
- Intermediate users - include Technical Assistance programs, local and state governments, non-profit organizations, university technical centers, and business associations. These intermediate users provide information to their clients to help them prevent pollution

Technical assistance activity

This is considered to be any type of communication (personal, phone call, e-mail, etc.) where a request for information is made and the Center provides information. It does not include newsletter or list serve activity; unless the Center answers a specific question on the list serve. It does not include numbers of people that receive general information at meetings but does include contacts made at meetings that result in specific assistance. Demographics of all technical assistance should be recorded.

Newsletter activity

This is the number of issues of newsletters published by a Center and the number of recipients of the newsletter, via hard copy, e-mail, pdf download, or any other delivery system. Total newsletter activity is simply the number of clients multiplied by the number of newsletters published. No demographic information for newsletter recipients is included.

Meeting activity

This includes (1) all meetings or workshops the Center organizes or co-sponsors (2) the number of attendees at each such meeting, and (3) all meetings or workshops the Center attends, where the Center promotes P2Rx, either through a presentation or through distribution of brochures. No demographic information for meeting attendees is included.

Regional conference call and meetings activity

captures the number of state, regional, or EPA conference calls or meetings in which the Center participates. (It is expected that Centers are providing P2 information or leadership on these calls.) No demographic information for call participants is included.

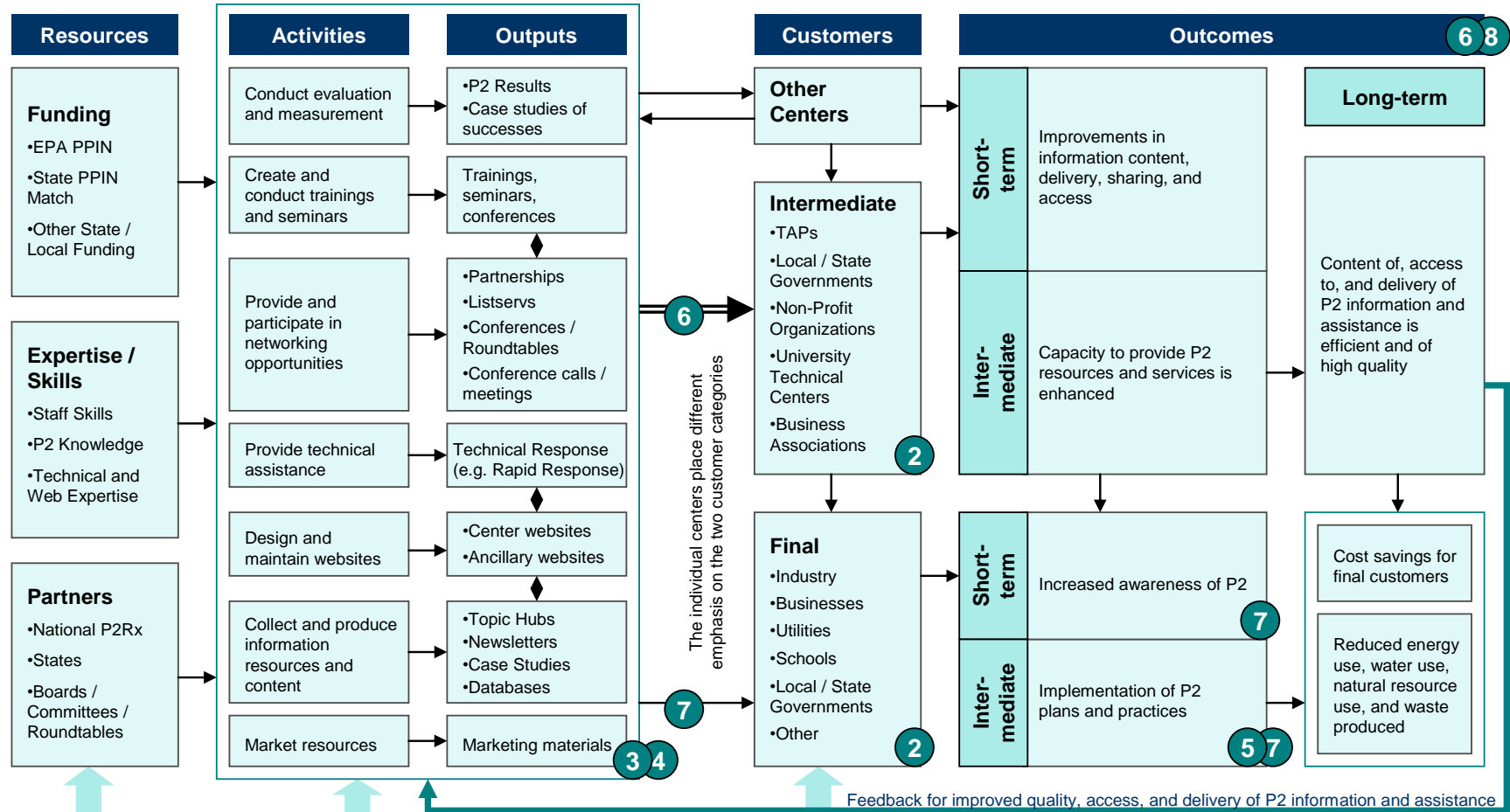
List serve activity

This includes the total number of e-mails sent on list serves run by the Center, number of people registered on the list serve at the end of each quarter, and the total number of list serves operated by the Center that are considered P2Rx projects. Number of e-mails means the number of discrete communications sent, not multiplied by number of clients on the list serve. No demographic information for list serve participants is included.

Pollution Prevention Resource Exchange (P2Rx) Centers Program Logic Model—Information Dissemination

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Mission: P2Rx is a national network of regional centers dedicated to improving the dissemination of pollution prevention information in the service provider community.



Resource Variation Highlights

Funding

- SRAP Grant—GLRPPR, NEWMOA, PPRC, Zero Waste

Partners

- Academia—GLRPPR, NEWMOA, P2RIC, Peaks, Zero Waste

Unique Center-Specific Highlights

Outputs

- P2 Tech Profiles, IT Tools—NEWMOA
- P2 Planner, Other Databases—Zero Waste
- Toolkits, Homes Across America—Peaks
- News, Podcasts—P2RIC
- Webinars—PPRC, WRPPN, Peaks
- Library—WRRC

Customer Variation Highlights

Intermediate

- Consultants—Peaks, PPRC

Final

- International—WRRC, GLRPPR, WRPPN, Zero Waste
- Tribes—GLRPPR, Peaks
- Military—Zero Waste

Legend:

- 1 Relevant Evaluation Question
- P2: Pollution Prevention
- PPIN: Pollution Prevention Information Network
- TAP: Technical Assistance Provider